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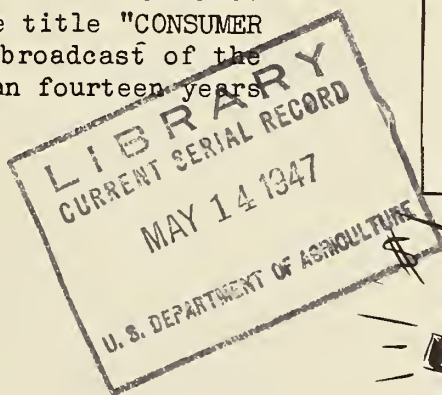
U.S. DEPARTMENT OF AGRICULTURE and
N.B.C. NETWORK Coast to Coast

"Consumer Time"

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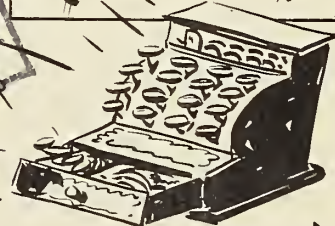
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FREEZER FACTS
MAY 17, 1947



SATURDAYS

11:15 A.M. EST
10:15 A.M. CST
9:15 A.M. MST
8:15 A.M. PST



1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture...Today's program is on freezing food at home. We'll have news about a free booklet on freezing at the end of the program...also some interesting facts about frozen food lockers around the country. As a matter of fact, your inquiring reporters, Mrs. Freyman and Johnny, are inspecting a typical locker plant right this minute. Let's listen.
5. SOUND: DOOR CLOSES...OCCASIONAL FOOTSTEPS
6. JOHN: Well, here we are, Mrs. Freyman. This is a typical frozen food locker plant. Let's take a look around.

1901

1. The first part of the report is devoted to a general description of the country and its resources. It is followed by a detailed account of the various industries and occupations of the people. The third part of the report is devoted to a description of the various towns and villages of the country. The fourth part of the report is devoted to a description of the various rivers and streams of the country. The fifth part of the report is devoted to a description of the various mountains and hills of the country. The sixth part of the report is devoted to a description of the various forests and woods of the country. The seventh part of the report is devoted to a description of the various lakes and ponds of the country. The eighth part of the report is devoted to a description of the various islands and islets of the country. The ninth part of the report is devoted to a description of the various harbors and bays of the country. The tenth part of the report is devoted to a description of the various ports and shipping of the country. The eleventh part of the report is devoted to a description of the various customs and manners of the people. The twelfth part of the report is devoted to a description of the various laws and regulations of the country. The thirteenth part of the report is devoted to a description of the various taxes and duties of the country. The fourteenth part of the report is devoted to a description of the various public works and buildings of the country. The fifteenth part of the report is devoted to a description of the various educational institutions of the country. The sixteenth part of the report is devoted to a description of the various religious institutions of the country. The seventeenth part of the report is devoted to a description of the various social and political organizations of the country. The eighteenth part of the report is devoted to a description of the various military and naval forces of the country. The nineteenth part of the report is devoted to a description of the various financial and economic conditions of the country. The twentieth part of the report is devoted to a description of the various historical and archaeological remains of the country. The twenty-first part of the report is devoted to a description of the various natural and artificial curiosities of the country. The twenty-second part of the report is devoted to a description of the various legends and traditions of the country. The twenty-third part of the report is devoted to a description of the various superstitions and迷信 of the country. The twenty-fourth part of the report is devoted to a description of the various diseases and medical practices of the country. The twenty-fifth part of the report is devoted to a description of the various climate and weather conditions of the country. 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7. FREYMAN: Okay Johnny. It's a pretty big place, isn't it? Are most locker plants about like this?
8. JOHN: Mmm hmm...much bigger than they used to be...about five hundred lockers in this plant. And there are more of the plants around the country now.
9. FREYMAN: About how many are there, Johnny? Have you any idea?
10. JOHN: I looked it up. Last year there were more than eight thousand freezer locker plants..and that's a heck of a lot more than the mere thirteen hundred we had back in 1938.
11. FREYMAN: I bet there'd be even more if the war hadn't made shortages in materials, equipment, and labor.
12. JOHN: Sure thing. But they're going full speed ahead now. And you know Mrs. Freyman...nearly all of the new freezer locker plants going up ⁱⁿ are/smaller towns. And another thing...locker plants do more for their patrons than they once did.
13. FREYMAN: What do you mean...they do more?
14. SOUND: WITH APPROPRIATE EFFECTS
15. JOHN: Well...this is the way it used to be back in the early days. You turn your key in your freezer locker...open the door... or pull out the drawer...shove in some packages of food you prepared at home...or some meat...shut the door...,turn the key...and that was that.
16. FREYMAN: Well, what's so different today?
17. JOHN: Let's step around the corner and through this door and I'll show you.
18. SOUND: DOOR OPENS...ESTABLISH FACTORY NOISES...STEAM AND EQUIPMENT...
HOLD IN BACKGROUND
19. FREYMAN: Why Johnny! This looks like...a food processing plant.

20. JOHN: Uh huh. At this plant you can buy some berries, say.
then they'll process and freeze them for you. All you have
to do is put them in your locker.
21. FREYMAN: That's wonderful. Will they do it for other fruits and
vegetables?
22. JOHN: Sure thing. Some freezer locker plants today will slaughter
your meat...cure pork...dress poultry...and render lard.
23. FREYMAN: Besides freezing fruits and vegetables.
24. JOHN: Besides freezing fruits and vegetables. They get the stuff
all ready for your locker.
25. FREYMAN: I wonder if people use home freezers too when they can get
all this service at a freezer locker plant?
26. JOHN: Well...let's see if we can find a typical homemaker here in
the plant and ask her. Right through this door.
27. SOUND: DOOR OPENING...CLOSING. FACTORY NOISES OUT
28. FREYMAN: (SOTTO VOCE) There's a lady right down there, Johnny. It
looks as if she's taking some food out of her freezer locker.
29. JOHN: Well, let's see if we can talk to her...I have some questions
I'd like to ask. (RAISES VOICE) Pardon me, madam, my friend
and I have been taking a look around and we wondered if you
can tell us something about your experience with freezing
food here.....
30. WOMAN: I'd be glad to, young man. Nothing like being neighborly
I always say. Speak and you shall be spoken to. What do you
want to know?

31. JOHN: Well... I....
32. WOMAN: (VERY FAST...GOSSIPY) Of course I can't tell you much about this freezer locker plant...because this is only the second year we've been using it...but I keep my wits about me... and I can tell you somethings...of course
33. JOHN: (CRUSHED) Yes. Well....
34. FREYMAN: One of the things we'd like to know is whether you have a home freezer as well as your freezer locker.
35. WOMAN: Yes I do. Yes indeedy I do. And I'll tell you why. Two years ago we stored enough frozen vegetables here to last us all winter. We didn't have to buy any vegetables all that winter. So that was wonderful. But last year we couldn't get any storage space...and were we disappointed. Oh it was just terrible...really I mean...
36. JOHN: But this year you have a frozen food locker.
37. WOMAN: Yes...that's right. And believe me, young man, it's a very nice combination with my home freezer. Now I store extra food at the plant and transfer it to my home freezer when I have room for it. And you know, I'll tell you something else. We have a garden so we grow most of the thing we put in the freezer. And I think it's too inconvenient to keep carting fruits and vegetables over to the locker plant before they're frozen.
38. FREYMAN: Well, why is that.
39. WOMAN: Well, for one thing...the best time for picking for me is in the evening...and that's when our freezer plant's closed. Besides I can't be making a trip to the plant with just a bowl full of peas...or only a bowl full of berries. Get the point?
40. JOHN: Well, I think I

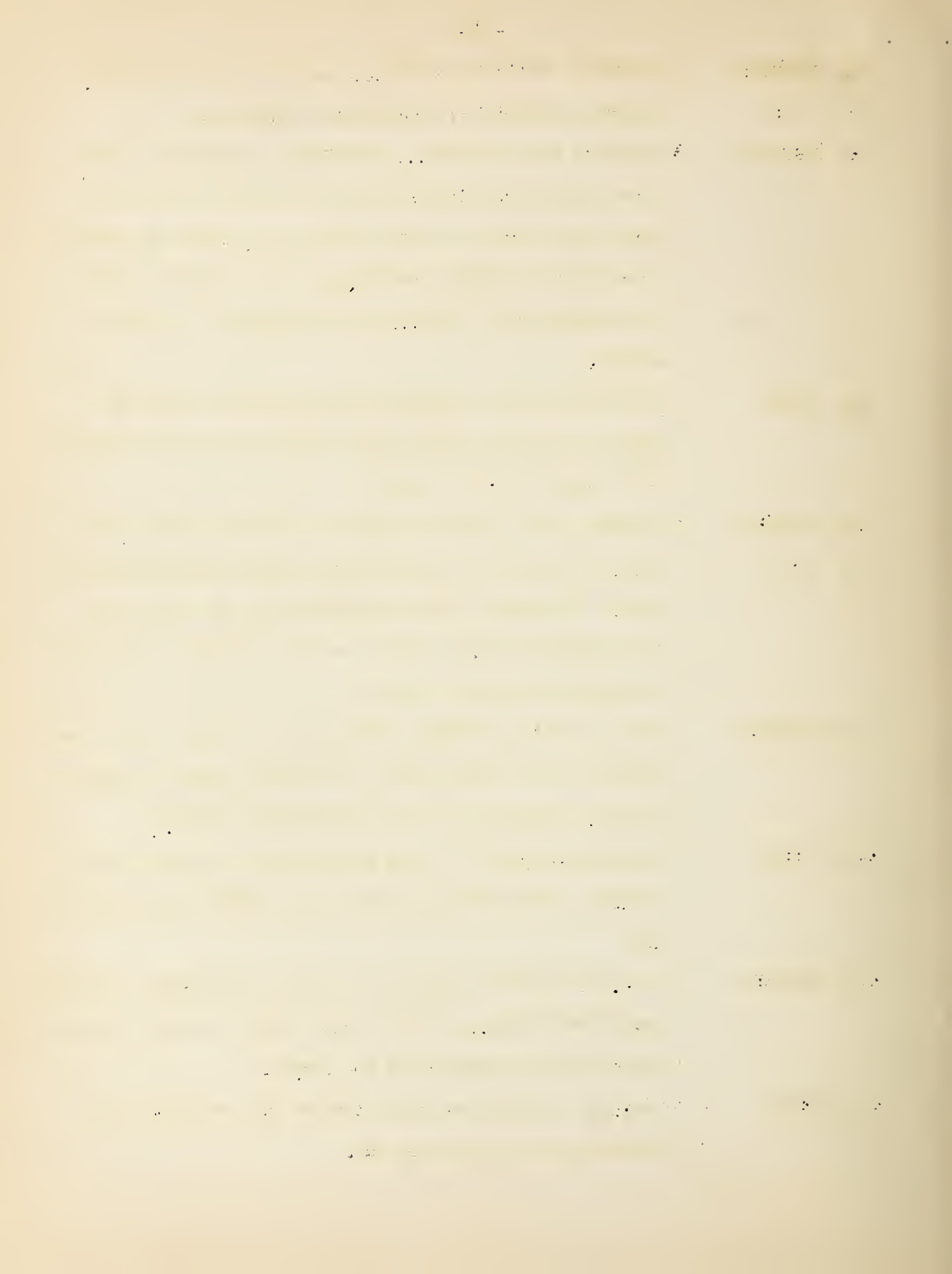
41. WOMAN: So I freeze them at home. Then about once a week I come here to the freezer locker,...stow away my fruits and vegetables... and take home a supply of frozen meat. That's just what I'm doing today. Only gracious...if I'd known I was going to meet and talk with some new people...I would have worn my Easter bonnet. But I usually combine the trip to the freezer with a trip to the food store. We live kind of far out you know...and I often say to my husband, I say "Sam...(FADE) This freezing business is wonderful...and I really mean it...
42. SOUND: SLIGHT PAUSE
43. JOHN: Whew, Mrs. Freyman. I thought we'd never get away from that woman. Whose idea was it to stop and talk...I mean..listen to her anyhow?
44. FREYMAN: It was your very own idea, Johnny. But I enjoyed it. Even though she went on and on...
45. JOHN: And on and on!
46. FREYMAN: But she had some interesting points about home freezers and storage lockers. I'm just sorry that I couldn't get a chance to ask her whether she freezes any pre-cooked food at home.
47. JOHN: Frozen pre-cooked food! I thought that was only done commercially.
48. FREYMAN: No indeed. You can freeze your own cooked foods in a home-freezer cabinet.
49. JOHN: I can see what a time-saver pre-cooked frozen foods would be.
50. FREYMAN: Mmm hmm! You can prepare larger batches than usual of foods that take long cooking or a lot of preparation.

51. JOHN: And then tuck them in the freezer for a rainy day. How about freezing meals for the family...in case the wife, mother, and cook is going to be away from home for awhile.
52. FREYMAN: Why not? You can freeze food for lunch boxes...for infant feeding or for special diets. And just to make your mouth water, Johnny. Think of freezing succulent pie in season.
53. JOHN: I'm thinking...mmmmmm.
54. FREYMAN: Or baked apples and apple sauce...frozen while the apples are at the peak of their quality.
55. JOHN: I guess quality is important when you're freezing foods isn't it?
56. FREYMAN: Yes sir! Here's what the people who have done laboratory experiments on precooked frozen foods say...
57. WOMAN: Start with excellent food. And never overcook, because most foods need reheating before serving. Be sanitary in handling because cooked foods spoil more quickly than uncooked foods.
58. FREYMAN: Another thing you have to watch when you freeze cooked foods, Johnny is not to season them too highly...because unseasoned foods keep their fresh flavor longer.
59. JOHN: Wouldn't you even salt the cooked foods?
60. FREYMAN: Well, it's better to do it before serving rather than before freezing. Salt, and onions too, gradually lose flavor in storage. On the other hand, pepper becomes more pungent.
61. JOHN: How mysterious! Any other tips for freezing cooked foods, Mrs. Freyman?
62. FREYMAN: Well, you should cool cooked foods quickly before freezing. Here's what the experts say:

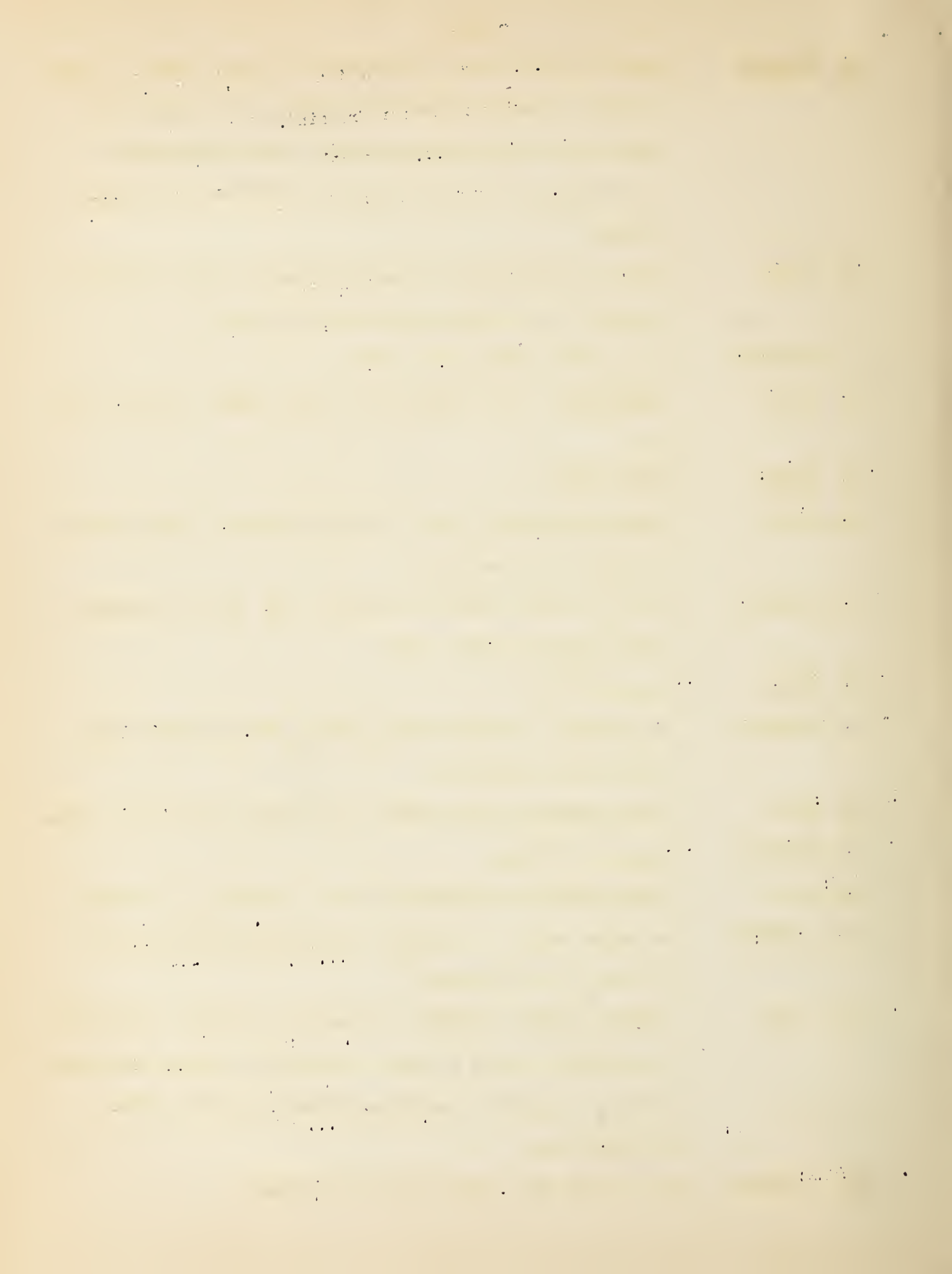
63. WOMAN: Prompt cooling of foods after cooking and before you pack them for freezing is necessary to cut down the chance of spoilage organisms to grow. A good method is to set the container in cold water. This also insures faster freezing.
64. JOHN: Any special packages needed for cooked frozen foods, Mrs. Freyman?
65. FREYMAN: No, Johnny...just the usual moisture-vapor-proof containers you use to store ^{other} foods. I think it's a good idea to put only the amount that will be eaten at one time in a package. And also remember that foods in small packages freeze and also thaw faster than in large packages...that helps prevent a warmed-over flavor. There are a few tips the experts pass along...
66. WOMAN: Make as solid a pack as possible of cooked foods for freezing. Leave only enough space at the top of the package to allow the liquid to expand in freezing. Pieces of cooked meat or poultry stay frozen better if you protect them from the air by covering them with a gravy or sauce. And use frozen cooked foods soon enough so that their quality is still excellent.
67. JOHN: How about a little more information about preparing the cooked frozen foods for the table, Mrs. Freyman?
68. FREYMAN: Well, when you take the cooked food from the freezer...get it ready for serving quickly...so you won't lose any high quality. After all, one reason for freezing cooked foods is to have them almost ready to serve when you need them. Here's what the research people at the New York State College of Home Economics at Cornell University say....

69. WOMAN: Whenever possible, heat quickly in a tightly covered pan any solidly frozen food that needs cooking or reheating. Usually this is just long enough to become hot for serving. The heat may have to be low to prevent scorching. Foods that tend to break up easily, may be more successfully reheated in the top of a double boiler or in an oven casserole.
70. FREYMAN: But there's one thing we should emphasize, Johnny.
71. JOHN: Namely?
72. FREYMAN: That's the last definite word isn't known on the best ways to freeze pre-cooked foods. Research workers are still working on it...to find better ways of preparing and reheating...so the food that comes to the table from the freezer will be perfect in taste, color, and texture, and will hold plenty of vitamins.
73. JOHN: I should think each homemaker can do a little research on her own along this line.
74. FREYMAN: I think so too...simply by keeping a record of the way you've prepared the food...the length and temperature of storage...and most important...your results.
75. JOHN: Sure...then maybe the next time you can improve them.
76. FREYMAN: Now another thing, we should talk about is the importance of clear durable labels for frozen food packages...whether they go in the home freezer or the freezer locker.
77. JOHN: I know what you mean, Mrs. Freyman. "Is this mysterious-looking package the ducks Henry shot...or pork chops?" "Hmm...where are those fish that Uncle Pete caught last Spring and wants for dinner today?" "Is there a package of strawberries left to serve when company comes...or were they all eaten up?" That way lies madness.

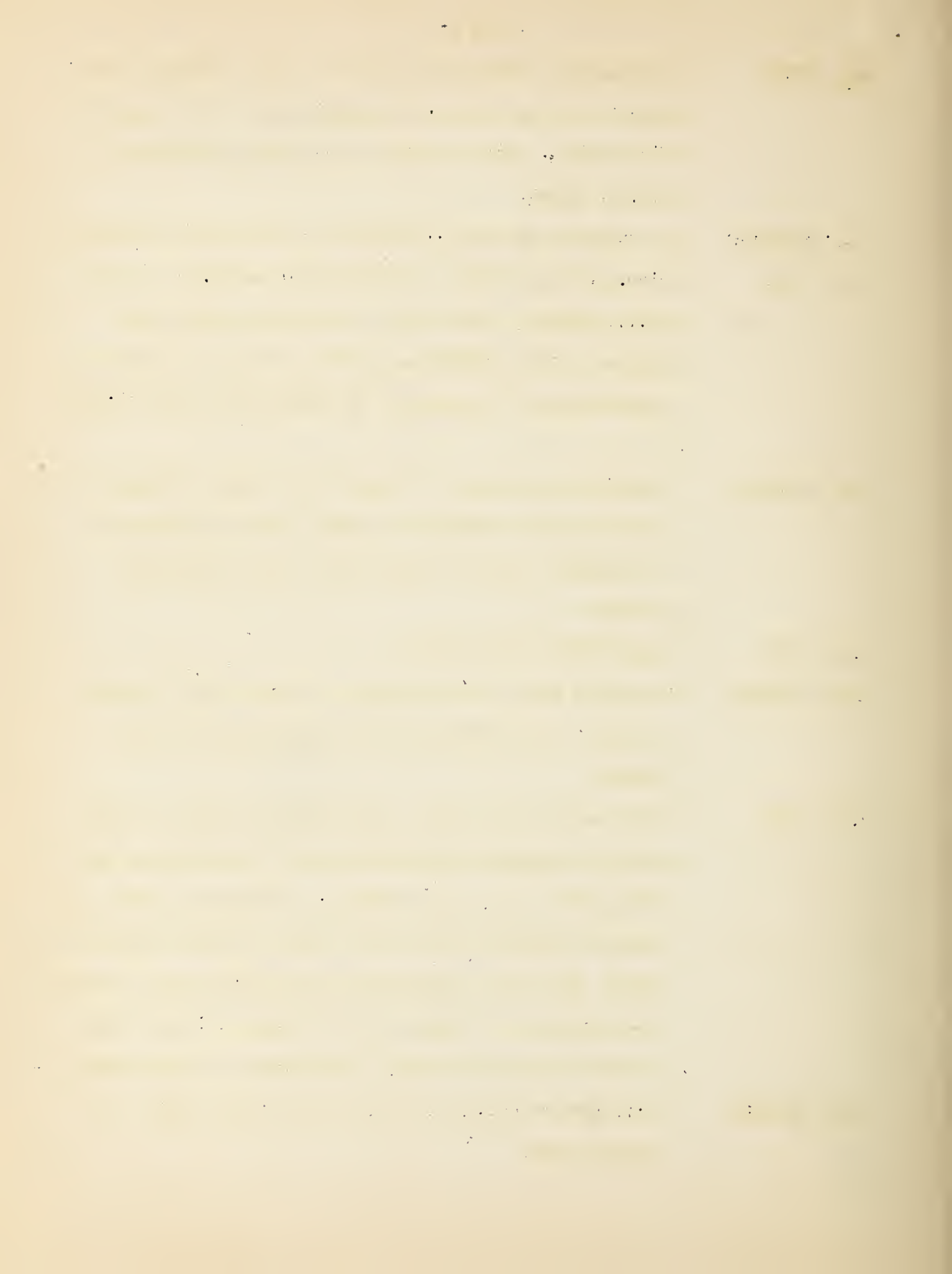
78. FREYMAN: (LAUGHUNG) That's it exactly...chaos in the home freezer.
79. JOHN: Confusion confounded and confounded confusion.
80. FREYMAN: But labels avoid all that...especially if you put the date it was packed along with the name of the food. There are other helpful facts you could include too...like the number of servings the package contains,...or the amount and kind of sweetening with a fruit...or the variety of a fruit or vegetable.
81. JOHN: I've heard of some people who have worked out their own system for locating frozen foods quickly in the home freezer or the locker. Want to hear?
82. FREYMAN: Of course, I do. The more ideas the better on this subject.
83. JOHN: Well...one way is to use different colored string, paper, or labels. You know...like red string to tie up beef...and white string for lamb. Or you can use mesh bags to hold all the boxes of one kind of food.
84. FREYMAN: Those are both good ideas, Johnny. And I think a map of the location of the various foods in the home locker is another good idea. Tack it up on the wall near the freezer.
85. JOHN: It would certainly be a help when you want to get a meal in a hurry.. You can put your hands on the right box the first time.
86. FREYMAN: Mmm hrm. And it's a good idea to keep an up-to-date inventory along with the map...so you'll know excatly how many and what kinds of frozen foods are in the locker.
87. JOHN: I get it. You list the foods that go into the box...then check them off as they come out.



88. FREYMAN: Right and now...I have a confession to make, Johnny. I know all about preparing foods for freezing. But there is one thing that I don't know...and that's about defrosting a home freezer. I'm sure it should be defrosted but when... and how?
89. JOHN: Well, let's find a home freezer and ask it those questions. Come over to our house...and ask our freezer.
90. FREYMAN: I'm a little dubious but...okay.
91. JOHN: (REASSURING) It'll work, you'll see. (FADE) Come on, let's go.
92. SOUND: SLIGHT PAUSE
93. JOHN: Okay, Mrs. Freyman, here's the home freezer. Now, go ahead and ask it some questions.
94. FREYMAN: Well, I'm still doubtful...but I'll try. How do I address a home freezer...Miss? Mr.?
95. JOHN: Ah...try "Mr."
96. FREYMAN: Mr. Freezer. (RAISES VOICE A LITTLE) Mr. Freezer? May I ask you some questions?
97. JOHN: (ECHO CHAMBER OR FILTER MIKE) Is somebody callin' me? Brrrr.
98. FREYMAN: Why...my goodness.
99. JOHN: (NORMAL VOICE ON CAST MIKE) See? I told you. Go ahead.
100. FREYMAN: The voice sounds so familiar. Anyway...Mr. Freezer...do you have to be defrosted?
101. JOHN: (FILTER...MAKE IT BLUSTERY) Naturally, naturally. Defrosting is a job that should be done at least once a year. Sometimes oftener. Depends on humidity...climate...and how often I'm opened up.
102. FREYMAN: Oh at least once a year. Any special way?



103. JOHN: I suggest you defrost when there are people around to help. Makes the job go faster. Less chance for food to thaw while it's outside. Chill the room too...makes my disposition sweeter. Brrrr.
104. FREYMAN: Do I turn the freezer...I mean, you, off during defrosting?
105. JOHN: No ma'am. I'm not just a refrigerator, remember. I'm much colder...Brrrrr. Just scrape off my frost with a putty knife or a wide stiff-bladed spatula. Brush the frost onto a smooth piece of cardboard. And make sure you don't tickle me.
106. FREYMAN: I think I'd better wear a sweater and a pair of mittens or gloves while I'm handling the frozen foods and working in the freezer. Don't you think I'll be more comfortable that way?
107. JOHN: You probably will...sissy!
108. FREYMAN: Never mind that. Do you suggest any special way to remove the frozen food packages from the home freezer before I defrost?
109. JOHN: It's a very simple matter. Just take them out. But make sure you reorganize them before you put them back in. And while you're at it...look around, see if you can rescue any forgotten delicacies that may be buried in some unsuspected corner. And here's a good rule for you...Use up one season's crop of frozen food before you put another one in. Brrrr. And that's enough questions. I'm getting too warm talking.
110. FREYMAN: Well...rather abrupt. And Mr. Freezer sounds mighty like a voice I know.



111. JOHN: (NORMAL VOICE) Could be. But here's a voice you can't mistake. It's our announcer _____ to tell our listeners about the free booklet on freezing food at home.
112. ANNCR: Friends, we have a fine booklet with practically everything you want to know about freezing foods for a home freezer or a freezer locker. Just to give you an idea of what it covers ...I'll read you a few items from the table of contents... Preparation of fruits and vegetables for freezing... processing instructions...thawing and using frozen fruits and vegetables...freezing meats, poultry...eggs...fish... Freezing of miscellaneous products...sanitation...packaging materials. Now how about that? Sounds like a complete guide for freezing your own food, doesn't it? And this booklet is yours free if you drop a postal card to CONSUMER TIME, Washington 25, D. C. Ask for the frozen food book... and be sure to include your name and address. Our address again is CONSUMER TIME, Washington 25, D..C. And now here are your inquiring consumers once more...Mrs. Freyman and Johnny.
113. JOHN: What's our next CONSUMER TIME program going to be, Mrs. Freyman?
114. FREYMAN: A very important one, Johnny. We're going to look at the high cost of food...and see if the Government's price support program for the farmers has anything to do with what the consumer pays at the grocery store.
115. JOHN: Price supports...a very important subject...hope all our friends will be on hand for another edition of

116. SOUND: CASH REGISTER
117. ANNCR: CONSUMER TIME
118. SOUND: CASH REGISTER.....CLOSE DRAWER
119. ANNCR: CONSUMER TIME written by Eleanor Miller and directed by Frederick Schweikher is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company, and its affiliated independent stations. It comes to you from Washington, D. C.

This is NBC the National Broadcasting Company.

